A STUDY ON THE REPUTATION RULES OF CORPORATE REPUTATION RESEARCH RESULTS AND THEIR COMPLIANCE WITH EKŞISÖZLÜK USER COMMENTS

KURUMSAL İTİBAR ARAŞTIRMALARI SONUÇLARININ İTİBAR KURALLARI VE EKŞİSÖZLÜK KULLANICI YORUMLARIYLA UYUMLULUĞUNUN İNCELENMESİ ÜZERİNE BİR ÇALIŞMA

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Abstract

Reputation is seen as an element that affects perceptions towards individuals, institutions and organizations in a positive way, but it is considered as a whole of positive qualities that provide financial returns by supporting investments and increasing revenues and also providing reliability, respectability and loyalty. Therefore, reputation as an element of such importance plays a key role in the success of different researches as well as being their main theme. In this context, the aim of the study is to determine whether the research conducted on corporate reputation is compatible with the reputation indicators and social media comments on the subject in the literature. In this direction, as a result of the research, the comments about the people and brands that are considered to be reputable were subjected to a mutual evaluation selected among the studies "Turkish Reputation Index Survey" and "Business People Reputation Survey", rules of reaching a respectable position and social media platforms. It is expected that the study will provide opportunities for social media users to determine the extent to which their views reflect or do not reflect the scientific research results, research companies to review their samplings and to test the reliability of platforms such as ekşisözlük.

Keywords: *Reputation, Public Relations, Corporate Reputation Research, Rules of Reputation, Ekşisözlük*

Jel Code: *L14, M14, M31*

Özet*: İtibar; kişi, kurum ve kuruluşlara yönelik algıları olumlu yönde etkileyen bir unsur olarak görülmesinin beraberinde uzun vadede yatırımları destekleyerek ve gelirleri arttırarak finansal getiri sağlayan ve ayrıca güvenirlilik, saygınlık ve sadakati sağlayan nitelikler bütünü olarak değerlendirilmektedir. Dolayısıyla bu denli öneme sahip bir unsur olarak itibar farklı araştırmaların bir başarı göstergesi olmasının yanı sıra ana teması olarak da rol oynamaktadır. Bu bağlamda çalışmanın amacı kurumsal itibara ilişkin yürütülen araştırmaların literatürdeki konu hakkındaki itibar göstergeleri ve sosyal medya yorumlarıyla uyuşup, uyuşmadığının belirlenmesidir. Bu doğrultuda çalışmada ülkemizde itibara ilişkin yapılan çalışmalar arasından seçilen "Türkiye İtibar Endeksi Araştırması" ve "İş İnsanları İtibar Araştırması", itibarlı bir pozisyona ulaşmanın kuralları ve sosyal medya platformlarında araştırmalar sonucunda itibarlı olarak değerlendirilen kişi ve markalara ilişkin yorumlar karşılıklı bir değerlendirilmeye tabi tutulmuştur. Bu çalışmayla sosyal medya kullanıcılarının görüşlerinin bilimsel araştırma sonuçlarını ne ölçüde yansıttığı ya da hangi açılardan yansıtmadığının belirlenmesi, araştırma şirketlerinin örneklemlerini yeniden gözden geçirmesini ve ekşisözlük gibi platformların güvenirliliğinin sınanması konusunda fırsatlar sunması hususunda yol gösterici niteliktedir.*

Anahtar Kelimeler: *İtibar, Halkla İlişkiler, Kurumsal İtibar Araştırmaları, İtibarın Kuralları, Ekşisözlük*

Jel Codu: *L14, M14, M31*

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INTRODUCTION

Reputation is a reflection of positive images made up of perceptions of an institution in the target audience. This reflection not only provides economic profit to individuals, institutions and organizations but also provides social profit in the context of fulfilling the duty of being a corporate citizen.

While reputation emerges as a value that increases the preference rates of businesses, it can also be considered as an indicator of the emotional bond towards the brand in the minds of the target audience. In this direction, reputation research plays an important role in the way of becoming a reputable institution, organization or person. Thus, reputation researches are seen as effective elements in case analysis and the establishment of roadmaps for reputation.

In this study, in order to examine the reputation research, Turkish Reputation Index Survey conducted by Turkish Reputation Academy and Business People Reputation Survey carried out by Xsights Research Company were taken into consideration. In this study, both the results of the research were assessed within the context of a prominent study selected from the literature and, in addition, the compliance of the research data with the social media has been examined through ekşisözlük, one of the oldest and most active social media platforms in Turkey. The presentation of data on the validity and reliability of the corporate reputation studies carried out and to be carried out will contribute to the field with the views on improving the research. The study will contribute to the field by presenting data on the validity and reliability of the corporate reputation studies carried out and to be carried out and with the views towards improving these studies.

In this context, the first part of the study is focused on the concept of corporate reputation, which is one of the areas of Public Relations practice, then, the companies and individuals who came forward in the research results were examined in accordance with the reputation rules. While these examinations were being conducted, Ronald J. Alsop's (2006) "18 Rules of Corporate Reputation" was taken into consideration.

In the second part of the study, user comments from ekşisözlük.com related to the companies and individuals in the top rank of the reputation research were collected simultaneously with the data collection process of the research and classified as "positive", "negative" and "neutral" by analyzing their content. Following the classification, the level of reflection of the reputation research results of ekşisözlük comments has emerged.

The main research question of the study is to determine which issues and the extent of compliance of the views on this platform with the results of corporate reputation research. It is difficult to assert that the information given on social media platforms is objective and scientific or to suggest that users have such a responsibility. However, given that the users/customers and potential users/customers are heavily using platforms such as ekşisözlük to obtain information or make purchasing decisions, today, as platforms with significant power over public opinion, they determine the extent to which their views reflect the scientific research results. it will offer opportunities to research companies to review their samplings of as well as to test the reliability of platforms such as ekşisözlük.

CORPORATE REPUTATION AS A SOCIAL AND ECONOMIC VALUE

The concept of reputation, which can be assessed as a result of positive perceptions and positive relations about the concept of the minds of the target masses, is one of the target points in which the discipline of public relations is strictly adhered to (Chun, 2005: 105; Kim, 2001: 7-9; Grunig & Dozier, 2003). Thus, the management of corporate reputation and its associated corporate image and identity studies, which require great efforts both to gain and to improve

after gaining, does not seem to be possible in the context of modern management practices without public relations studies. It is known that public relations are carried out by means of communication and that it is put into practice as a communication practice in its essence. The importance of communication is also valid in the reputation process, but it is seen that there is not a sufficient process alone as in public relations (Grunig et al., 1992; Reisnick, 2004; Argenti et al., 2010, Williams et al., 2005: 188). As in public relations, the delivery of messages to the target audience, taking back and taking regulations in this direction is necessary for every process of corporate reputation in terms of turning the image in the positive direction and reinforcing it. This situation, which can be described as the first intersection point, brings the second junction point with it.

Accordingly, the message is not regarded as an adequate element alone in both public relations and reputation. Public relations is an interdisciplinary field that can be applied to different areas by its nature and in this context, it needs knowledge and practices from different areas of expertise such as psychology, sociology, economics and law (L'Etang, 2007, Gibson et al., 2006, Gotsi & Wilson, 2001: 24-25; Gray & Balmer, 1998: 698-700). Similarly, corporate reputation requires successful management of the target group's perceptions, recognizing them as individuals and as a whole community, and analyzing them. For this reason, the reputation process requires interdisciplinary work such as public relations and nutrition from different areas.

Another point of intersection is to establish good and mutual relations. Accordingly, just as relations with the target audience and stakeholders are an effective element in public relations campaigns, this is effective in the process of creating, maintaining and consolidating reputation. Similarly, another connection point is seen as image and identity issues, the first stages of corporate reputation (Dowling, 2001; Hutton et al., 2001: 247-250; Lewis, 2001: 31-33, Kiousis et el., 2007: 148-152). A strong identity created through public relations and the successful transfer of this identity to the target audience mediates the creation of a positive image and ultimately sets the foundations for the formation of reputation.

The leadership element, which can be described as a common point, is seen as important in terms of both the recognition of reputation and public relations activities by the management staff and the transfer of messages to the target audience, facilitating and legitimizing the communication (Jackson, 2010; Jin and Yeo, 2011: 131-134; Lourenço et al., 2014: 17-21; Doorley & Garcia, 2015; Clark, 2000). Accordingly, a supportive and influential leader is important in terms of public relations and reputation studies. When considered in the corporate context, social responsibility studies are considered necessary for the protection and improvement of the existing reputation as well as being one of the unchanging elements of public relations practices.

MATERIAL & METHODOLOGY

In this study, two different examples of corporate reputation research conducted in Turkey for 2017 were examined and it was aimed to determine whether the research conducted in our country is consistent with the reputation indicators in the literature and the user comments on social platforms.

In this context, "Turkey Reputation Index Survey" conducted by Turkish Reputation Academy and "Business People Reputation Survey" of Xsights Research Company were selected as sample surveys. The reason for the selection of these researches is that they are conducted within a certain period of time and they are addressed publicly.

As the assessment research, content analysis of user comments in ekşisözlük was carried out in the time interval when the research was conducted with 18 reputation rules in the study of Ronald J. Alsop, one of the guiding studies on reputation management in the literature.

According to the Turkish Reputation Index Survey;

Table 1: Turkish Reputation Index Survey Results

Most Reputable Brands	
Arçelik	
Koç Holding	
Ülker	
Most Reputable Brands by Sector	
Oil	Opet
Alcohol-free Bevarages	Coca-Cola
Banking	İş Bankası
White Goods	Arçelik
Education	Universities: Bahçeşehir Üni.
	Private Schools: Doğa Okulları
Electronics	Samsung
Energy	EnerjiSa
Foodg	Ülker
GSM Operators	Turkcell
Ready-made Clothing	Retail Category: LC Waikiki
	Menswear Category: Kiğılı
	Women's Clothing Category: İpekyol
	Jeans and Sports Outfit Category: Mavi
Holdings	Koç Holding
Pharmacy	Eczacıbaşı
Construction	Ağaoğlu

Machine	Makine ve Kimya Endüstrisi
Furniture	İstikbal
Otomobile	Volswagen
Retail	Food Markets: Migros
	Technology Markets: Teknosa
	White Goods and Household Appliances: Koçtaş
Insurance	Allianz
Tourism	Hotels: Sheraton
	Tours: Etstur
Transportation	Air: Türk Hava Yolları
	Land: Kamil Koç

Source: https://www.itibarakademisi.com/

According to "Business People Reputation Survey";

Table 2: Business People Reputation Survey Results

Names Evoking Reputation
Ali Koç
Sakıp Sabancı
Güler Sabancı
Ferit Şahenk
Rahmi Koç
Most Reputable 5 Business Person
Rahmi Koç
Güler Sabancı
Acun Ilıcalı
Ali Koç
Murat Ülker

Source: https://www.xsights.co.uk/tr/

COMPARISON OF REPUTATION RESEARCHES WITH CORPORATE REPUTATION RULES

As Ronald Alsop (2006) stated in his book "The 18 Immutable Rules of Corporate Reputation", he presented 18 rules that apply to create, protect, and improve reputation along with the above elements, each of which intersects in different ways in public relations. These rules are as follows.

Table 3: 18 Rules of Reputation

Maximize Your Most Powerful Asset	Stay Vigilant
Know Thyself – Measure Your Reputation	Make Your Employees Your Reputation Champions
Learn to Play to Many Audiences	Control the Internet Before It Controls You
Live Your Values and Ethics	Speak with a Single Voice
Be a Model Citizen	Beware the Dangers of Reputation Rub-off
Convey a Compelling Corporate Vision	Manage Crises with Finesse
Create Emotional Appeal	Fix Ir Right the First Time
Recognize Your Shortcomings	Never Underestimate the Public's Cynicism
Remember- Being Defensive Is Offensive	If All Else Fails, Change Your Name

In the following, comparisons of corporate reputation research results will be presented within the context of the 18 rules of Alsop (2006).

All of the rules listed above are closely related to the public relations as mentioned above. "Maximize your most powerful asset" and "know thyself -manage your reputation" are identified by state analysis and identity studies of public relations. At the core of the rule of maximizing its most powerful existence, it is recommended that it be acknowledged that reputation is the most important tangible value and that it is achieved / maximized. A good reputation can attract customers and investors, as well as help to overcome market challenges and minimize the impact of the crisis. Therefore, while it may be seen as positive to constantly tending towards innovative focuses and different sectors, it is always considered as a valid strategy to make the reputation resources that are the main actor of the main reputation that has been earned up to that day for hard times and that are always kept strong for hard times. For example, according to the "Business People Reputation Survey" carried out by Xsights Research Company, Ali Koç, who is seen among the 5 most respected business people, should keep his relations with his family firm and valid in accordance with this rule. The phrase "Koç" does not only mean a surname but it also bears the characteristic of being one of Turkey's most respected companies.

The essence of the rule "Know thyself – Measure your reputation" is that it is necessary to measure it first to be able to manage reputation. Weaknesses and strengths, different and similar aspects with competitors, and the perception of target audiences about you and making reports and analyses in this direction are seen as the first steps towards self-recognition and

improvement or even transformation in this direction. In addition, determining stakeholders and target audiences is an important factor in this process. For example, Coca-Cola, the first in the non-alcoholic beverage sector in the Turkish reputation Index survey, affects its target audience not only in our country but also in other countries in which it operates, as well as in analyzing local values and tastes - for our country, Iftar tables prepared with Turkish meals during Ramadan and the theme of unity-and disseminating these analyses through proper promotional activities. So that, Coca-Cola, with its ability to appeal to all segments, has written its name to this research as a brand with the most reputation in both its competitors and the local beverage market.

Similarly, "learn to play to many audiences" links with two important practices of public relations such as target mass analysis and the selection of communication channels where messages will be presented. Following the determination of target groups and stakeholders, it should be noted that it can be difficult to satisfy everyone and that a single message cannot satisfy different individuals or institutions at the same time. In this process, it is important to classify the recipients of the messages in order of importance, to learn which values are important to them, and to follow a dynamic relationship process. As can be seen from the results of the Turkish Reputation Index Survey Koç (Arçelik, Opet, Koçtaş etc.) and Sabancı (EnerjiSa, Teknosa) groups have become one of the most reputable companies in their sector. This is seen as an indicator of skill and accumulation that can be addressed to different actors in different sectors, rather than simply a result that can be explained only by the excess capital.

The rule emphasizes its own value and its understanding of ethics underlines the ethical understanding and corporate values which constitute the basis of public relations. In this respect, keeping moral and ethical values in the forefront is seen as one of the preconditions for achieving a reputable position. In line with this rule, a similar situation has emerged in the Business People Reputation Survey, which is in line with this rule. Accordingly, bribery, fair treatment of employees and not being accused of fraud constitute the first three items of characteristics that should not be found in a reputable person.

The article "be a model citizen" also describes, in a way similar to the previous articles, ethical issues, as well as the importance of corporate social responsibility activities in public relations for reputation. Accordingly, social responsibility activities are considered as an important indicator of corporate identity as an important factor of corporate reputation. Most of the brands included in Turkey Reputation Index Survey have social responsibility projects. These projects are shown in the following table.

Table 4: Social Responsibility Projects of the Brands Included in Turkey Reputation Index Survey

Opet	Green Road, Respect for History Project, clean Toilet campaign
Coca-Cola	Hayata Artı Foundation, 3.2.1 Start!
İş Bankası	Show your School Report Get Your Book, 81 Forests in 81 Provinces
Samsung	Inventors of the Future, Hearing Hands
Turkcell	Turkey Coin Bank for Van, Snowdrops Project, Hello Hope
LC Waikiki	5 Days Full of Life

Eczacıbaşı	Eczacıbaşı Hygiene Project
Volkswagen	Traffic is Life
Ülker	Balance at Food, Football for Children, Art for Children

The rule of "convey a compelling corporate vision" is defined as specifying exactly what the person, institution or organization is aiming at. A successful vision is to motivate stakeholders and gain reputation. In the results of the research, the determined visions of all brands shown as reputable are included.

The "create emotional appeal" rule is of great importance in the name of providing customer/follower loyalty and strengthening reputation. Emotional attraction is only possible with long-term closeness of people with the company's employees, products, services or advertisements. Emotional attraction requires not only to give people their needs but also to make them satisfied and happy.

"Recognize your shortcomings" rule, as an indicator of proactive public relations understanding, include the internal analysis of the organization and the analysis of foresight and risks through practices such as problem-agenda analysis. Accordingly, it is suggested that deficiencies should be found and necessary arrangements should be made in the process of gaining reputation before problematic aspects turn into a crisis.

The "stay vigilant" rule covers the preparation of a plan that can be applied continuously against the news that can grow especially with the social media and the crises that may arise in this direction, and informing the interested parties in the framework of the scenarios prepared before the news and/or crisis is spread in this direction.

The rule "make your employees your reputation champions" refers to internal stakeholders' efforts. The behaviour of employees is an element that directly affects corporate reputation in social life, both while providing services and outside of their duties. How they sell to the customers, how they provide services, and what they talk with their friends/relatives about their institutions is an important determinant since it shows the information directly within the institution. Therefore, it is of great importance that employees are proud of the institution and happy that they are part of the institution. The "control the internet before it controls you" rule, as in public relations studies, includes links to continually follow innovations for reputation as well as to choose the way to adapt to the changing habits of the target audience. In addition, accurate information on the target groups on the internet in the rapid spreading of information pollution can prevent the emergence of crises and the emergence of question marks in the minds. Turkish Airlines, which is among the brands included in Turkish Reputation Index Survey, has more than 1.5 million Twitter followers, 2 million Instagram followers and liked by 2 million people on Facebook.

The "speak with a single voice" rule requires the selection of a single logo, single discourse and single spokesperson, as in public relations processes, in connection with corporate identity initiatives. This rule is a strategy adopted by all reputable brands involved in the research.

The "beware of the dangers of reputation Rub-off" rule requires taking into account that strong reputation can be damaged, especially through image transfer, especially in processes such as mergers and introduction to a new sector.

The rules "manage crises with finesse", "fix it right the first time", "never underestimate the public's cynicism", "remember – being defensive is offensive" emphasize pro-active public

relations as well as re-active public relations. Accordingly, if the dangers are not analysed, it is important to manage the crisis correctly and to minimize the effects after the crisis and even turn the crisis into an opportunity.

The rule of "manage crisis with finesse" includes important recommendations for periods of crisis. According to this, the most important mistake that companies make in times of crisis is to remain silent for the first few days, but the most important period for the crisis also covers this process. The first thing those who criticize the company after the crisis does is to quickly present the worst scenarios and spread the negative news. The first explanation of the company in the face of the crisis provides a fast and confident quality. Customers and the public should feel comfortable that the correct steps are being taken during the crisis.

The last rule, "change the name if something fails" means reshaping and representing the perceptions of the target audience using the image restoration method in public relations strategies, just in case.

EKSISOZLUK.COM REVIEWS AND COMPARISON OF CORPORATE REPUTATOON RESEARCH RESULTS

Founded in 1999 and is the 15th most visited website in Turkey as of August 2018 (https://www.alexa.com/topsites/countries/TR), ekşisözlük.com is a social platform where users are called "authors" who can comment on and define various topics. The website is a resource that refers to customers or people who wish to have an opinion about a person, an institution or an organization in general. The platform has the power to influence the public opinion, although there is no guarantee of the certainty of the comments here. While comparing reputation research and ekşisözlük reviews, demographic data and distribution cannot be reached due to the participation of ekşisözlük users with anonymous IDs and since their comments cannot be directed any questions, they are usually shaped by the issue and the number of comments is less. Moreover, it should be noted that these comments are based on subjective comments and generally based on negative experiences, it should not be ignored that individuals who enter the sampling group in the reputation research participate in the research in a similar manner, according to their subjective thoughts.

Positive assessments include comments on situations where direct reputation is high, and negative comments show that the user does not have a positive image of the company/person. Neutral comments include comments between these two extremes that are literally not included in the two categories. During the assessment of the comments of ekşisözlük users, a number of comments were excluded because they were too detached from the context to be directly linked to reputation or because they contained only the news that solely gives information.

In line with the opinions obtained from 5000 participants in February, March and April of 2018, three most prestigious companies were selected as Arçelik, Koç Holding and Ülker Holding. During this period, only headings related to the company names are scanned through ekşisözlük and the comments of the authors about the companies are as classified by months as positive (+), negative (-) and neutral (?) as shown below.

Table 5: Eksisozluk Comments of the Most Prestigious Companies

	Arçelik			Koç Holding			Ülker Holding		
	+	-	?	+	-	?	+	-	?
February 1- 28	-	1	1	-	-	1	-	7	9
March 1- 31	1	7	-	1	-	-	-	1	-
April 1- 30	-	3	1	-	-	-	-	-	-
Total	1	11	2	1	-	1	-	8	9

Source: https://eksisozluk.com/

As can be seen in the table, Arçelik received a total of 1 positive comments in February, March and April, while 11 negative comments received the other 2 comments showed a neutral orientation. Koç Holding, on the other hand, received one positive and one neutral comment during the three-month period. Finally, it is observed that Ülker Holding received 8 negative and 9 neutral comments in this duration.

In the table below, in the titles of the most reputable brands according to the sectors, the comments made in ekşisözlük.com are classified as positive (+), negative (-) and neutral (?).

Table 6: Eksisozluk Comments by the Sectors

	Opet			Coca-Cola			İş Bankası			Bahçeşehir Üni.			Doğa Okulları		
	+	-	?	+	-	?	+	-	?	+	-	?	+	-	?
February 1- 28	3	1	-	-	2	1	3	7	1	-	-	-	-	-	1
March 1- 31	1	3	-	-	1	-	4	6	3	-	-	1	-	1	1
April 1- 30	2	9	2	-	-	-	11	15	8	-	-	1	-	-	-
	6	13	2	-	3	1	17	28	12	-	-	2	-	1	2

	Samsung			EnerjiSA			Turkcell			LC Waikiki			Kığılı		
	+	-	?	+	-	?	+	-	?	+	-	?	+	-	?
February 1- 28	1	3	1	3	3	-	-	15	1	3	-	1	-	-	-
March 1- 31	2	2	-	-	1	-	1	23	2	5	-	1	-	-	-
April 1- 30	-	5	-	-	2	-	2	26	2	5	1	-	1	1	-
	3	10	1	3	6	-	3	64	5	13	1	2	1	1	-

	İpekyol			Mavi			Eczacıbaşı			Ağaoğlu			İstakbal Mob.		
	+	-	?	+	-	?	+	-	?	+	-	?	+	-	?
February 1- 28	-	+	+	2	6	1	-	-	-	-	-	-	-	-	-
March 1-31	1	-	-	3	-	-	-	-	2	-	-	-	-	-	-
April 1- 30	-	3	-	-	2	-	-	-	-	-	2	-	1	2	-
	1	3	-	5	8	1	-	-	2	-	2	-	1	2	-
	Beşiktaş			Volkswagen			Alianz			Migros			Sheraton		
	+	-	?	+	-	?	+	-	?	+	-	?	+	-	?
February 1- 28	-	-	-	-	4	-	-	3	1	3	4	1	-	-	-
March 1-31	-	-	-	-	3	2	1	-	-	8	11	7	-	-	-
April 1- 30	-	-	-	1	6	2	-	-	-	3	10	3	3	1	-
				1	13	4	1	3	1	14	25	11	3	1	-
	Teknosa			ETS Tur			Koçtaş			THY			Kamil Koç		
	+	-	?	+	-	?	+	-	?	+	-	?	+	-	?
February 1- 28	-	6	-	-	-	1	1	-	-	1	2	-	2	8	1
March 1-31	-	6	-	-	1	-	-	2	-	-	2	-	4	7	-
April 1- 30	-	1	-	-	4	1	-	3	1	-	3	-	4	8	1
	-	13	-	-	5	2	1	5	1	1	7	-	8	23	2

**Source:** https://eksisozluk.com/

According to this table, while İş Bank (17 positive comments) received the most positive comments, Turkcell (64 negative comments) received the most negative comments. The title with the most neutral comments was again İş Bank (12 neutral comments). As can be seen; Ağaoğlu, Bahçeşehir University, Coca-Cola, Doğa Schools, Eczacıbaşı, Etstur and Teknosa did not receive any positive comments during the period. When the negative comments are looked at, Bahçeşehir University and Eczacıbaşı did not receive any negative comments. It should be kept in mind that the ratio of the total number of comments received and the number of positive/ negative comments shows that the proportional representation will give healthier results. Some companies or brands have received only 2-3 comments within the 3-month period, and these comments are neutral and newsworthy comments. (e.g. Eczacıbaşı, Bahçeşehir University). For

this reason, it is not a correct approach to consider that a brand that has not received a positive comment is equivalent to a brand with a large number of negative comments.
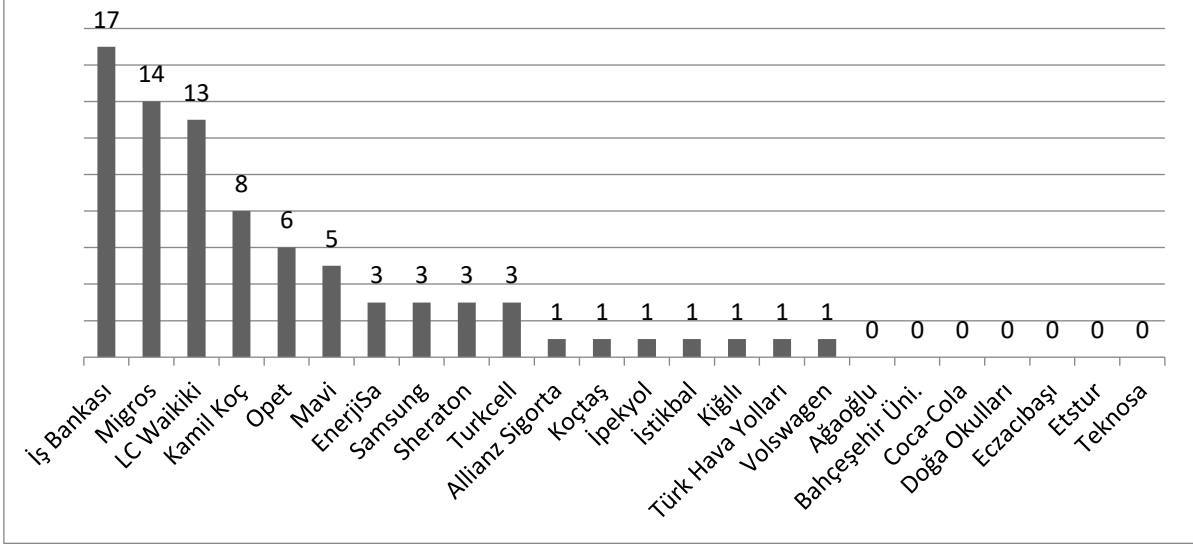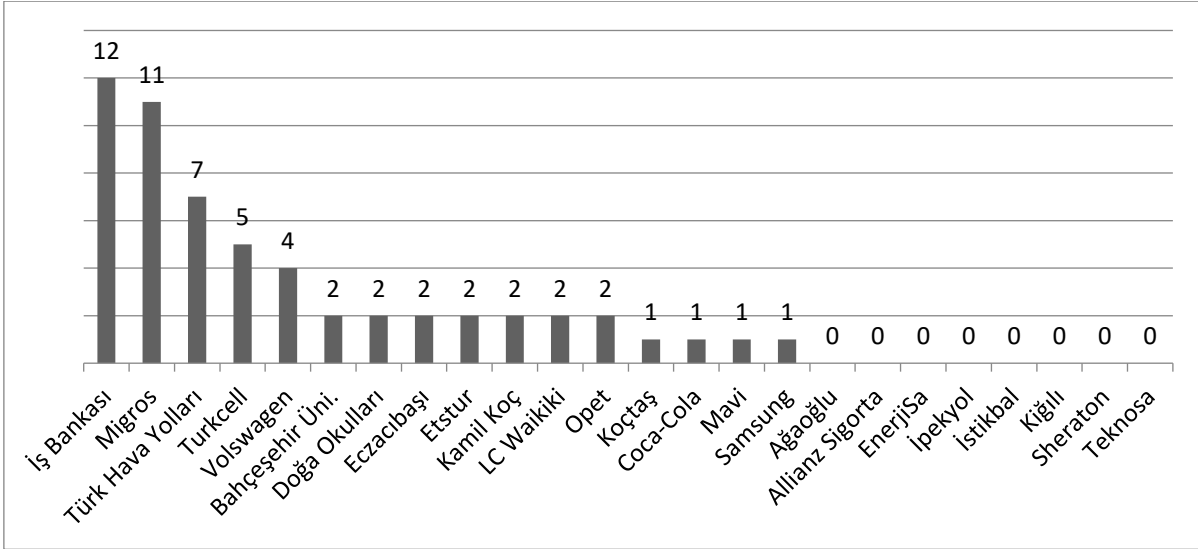

Graph 1. Positive Comments

The brands that receive positive comments when considering the distribution of user comments by sector are as follows. İş Bank, Migros, LC Waikiki, Kamil Koç, Opet, Mavi, EnerjiSa, Samsung. Sheraton, Turkcell, Allians Insurance, Koçtaş, İpekyol, İstikbal, Kiğılı, Turkish Airlines, Volkswagen, Ağaoğlu, Bahçeşehir University, Coca-Cola, Doğa Schools, Eczacıbaşı, Etstur and Teknosa.
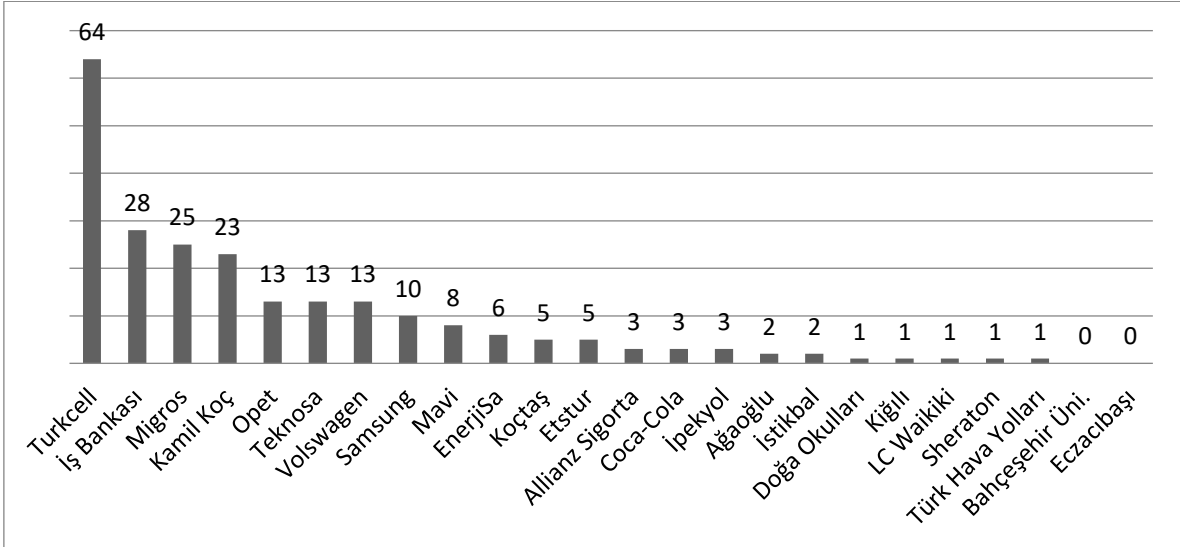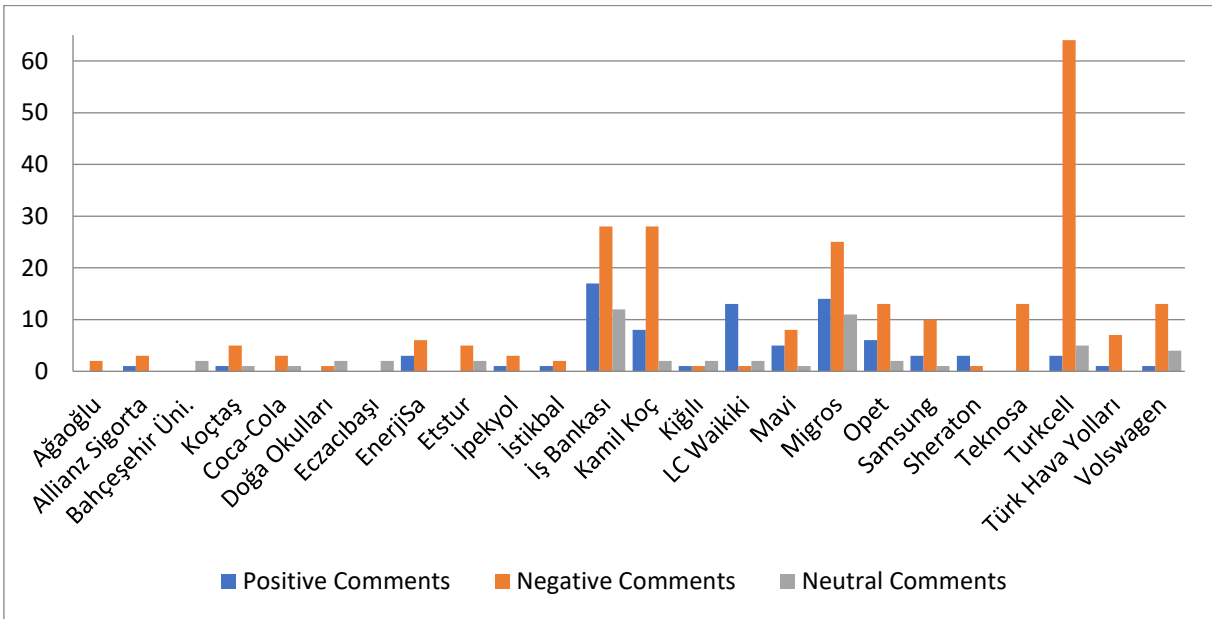

Graph 2. Negative Comments

The brands that receive negative comments when considering the distribution of user comments by sector are as follows. Turkcell, İş Bank, Migros, Kamil Koç, Opet, Teknosa, Volkswagen, Mavi, EnerjiSa, Koçtaş, Etstur, Allianz Insurance, Coca-Cola, İpekyol, Ağaoğlu, İstikbal, Doğa Schools, Kiğılı, Lc Waikiki, Sheraton, Turkish Airlines, Bahçeşehir University, Eczacıbaşı. The point that stands out here is that except Turkcell, İş Bank, Migros, Kamil Koç and Opet are also placed among the top five in the positive comments. Accordingly, it can be

assessed that comments written in accordance with the personal experiences related to brands may not be directly related to reputation.

Graph 3. Neutral Comments

The brands that receive neutral comments when considering the distribution of user comments by sector are as follows. İş Bank, Migros, Turkish Airlines, Turkcell, Volkswagen, Bahçeşehir University, Doğa Schools, Eczacıbaşı, Etstur, Kamil Koç, LC Waikiki, Opet, Koçtaş, Coca-Cola, Mavi, Samsung, Ağaoğlu, Allianz Insurance, EnerjiSa, İpekyol, İstikbal, Kiğılı, Sheraton, Teknosa.

Graph 4. Mass Demonstration of Positive, Negative and Neutral Comments

When the above mass demonstration is examined, it is seen that nöTurkcell has the biggest gap between positive and negative comments. The table below shows the total number of comments received by brands and the proportional distribution of comments.

Table 7: Distribution of Comments

	Total Comment	Positive Comment Rate (%)	Negative Comment Rate (%)	Neutral Comment Rate (%)
Ağaoğlu	2	0,00%	100,00%	0,00%
Allianz Sigorta	4	25,00%	75,00%	0,00%
Bahçeşehir Üni.	2	0,00%	0,00%	100,00%
Koçtaş	7	14,29%	71,43%	14,29%
Coca-Cola	4	0,00%	75,00%	25,00%
Doğa Okulları	3	0,00%	33,33%	66,67%
Eczacıbaşı	2	0,00%	0,00%	100,00%
EnerjiSa	9	33,33%	66,67%	0,00%
Etstur	7	0,00%	71,43%	28,57%
İpekyol	4	25,00%	75,00%	0,00%
İstikbal	3	33,33%	66,67%	0,00%
İş Bankası	57	29,82%	49,12%	21,05%
Kamil Koç	38	21,05%	73,68%	5,26%
Kiğılı	4	25,00%	25,00%	50,00%
LC Waikiki	16	81,25%	6,25%	12,50%
Mavi	14	35,71%	57,14%	7,14%
Migros	50	28,00%	50,00%	22,00%
Opet	21	28,57%	61,90%	9,52%
Samsung	14	21,43%	71,43%	7,14%
Sheraton	4	75,00%	25,00%	0,00%
Teknosa	13	0,00%	100,00%	0,00%
Turkcell	72	4,17%	88,89%	6,94%
Türk Hava Yolları	8	12,50%	87,50%	0,00%

Volswagen	18	5,56%	72,22%	22,22%

Source: https://eksisozluk.com/

The proportions shown in the table above show that brands that are considered to be reputable according to researches do not usually have the same characteristics in the comments on ekşisözlük. Under LC Waikiki title, 81% of the 16 comments entered within the 3-month period are positive and in accordance with the research results, it has the qualities that show that the brand is reputable. However, 88.89% of the 72 comments entered under Turkcell title in the same period or 13 comments entered under Teknosa title all have negative qualities. It is not possible to argue that brands with such negative comments are reputable according to user comments.

Table 8: Demonstration of Positive, Negative and Neutral Comments regarding to Business People

	Rahmi Koç			Ferit Şahenk			Acun Ilıcalı			Murat Ülker			Ali Koç			Sakıp Sabancı		
	+	-	?	+	-	?	+	-	?	+	-	?	+	-	?	+	-	?
March 1- 31	1	-	-	-	-	1	7	1	3	-	-	1	2	1	6	2	-	1
April 1- 30	1	-	-	-	-	1	3	-	2	4	9	12	15	8	40	2	-	1
May 1- 31	-	-	-	-	-	-	6	4	6	1	-	-	1	-	2	-	-	-
June 1-30	-	-	1	-	-	2	11	24	16	-	-	-	66	3	27	-	-	-
Total	2	-	1	-	-	4	27	29	27	5	8	14	84	12	75	4	-	2

Source: https://eksisozluk.com/

It is observed that the results of Business People Reputation Survey are highly consistent with ekşisözlük comments. In the research, negative comments of reputable names brought in ekşisözlük are often related to their private lives. While negative comments about Acun Ilıcalı are related to his marriage period, negative comments about Ali Koç consist of the personal opinions of the authors about his Fenerbahçe candidacy. Negative comments on Murat Ülker consist of Ülker's political views and speculation that he will buy Newcastle United, a football club in England. While Sakıp Sabancı and Rahmi Koç did not receive any negative comments, Ferit Şahenk received 4 neutral comments and Güler Sabancı was not included in the table because there was no comment on her.

DISCUSSION AND CONCLUSION

Reputation not only increases the income of individuals, institutions and organizations and investors but also enables the acquisition of abstract values such as trust, respectability and loyalty. Reputable brands and individuals have an impression to succeed in society, to be responsible for the society, to provide quality service, to make people special and to offer valuable contributions to the country. Hence, the concrete contribution of reputation is to serve to maintain a high margin of profit in the capitalist world, however, corporate citizenship, ethical values and emotional commitment are also a quality that provides benefits to society.

Therefore, with these tangible and abstract benefits, reputation represents the desired position for all individuals and brands. The image and reputation studies carried out in line with long-term plans give their output over time, and the people and brands who successfully succeed in corporate crises, business partnerships, sectoral fluctuations and many other processes have the honor of being "reputable". The measurement of reputation is employed by researches carried out by impartial research companies.

In this study, the reputation indicators of research conducted to identify the most reputable brands and individuals in the literature and its compliance with the comments on social media platforms were tried to be revealed. In this context, first of all, brands and persons of prestige have been identified within the framework of "Ansop's 18 Reputation Rules" which adopt 18 rules of reputation, after that, the comments entered into the research process under the titles of brands and names which are considered to be reputable in the research results on ekşisözlük.com were evaluated and compared with the research results.

As a result, it has been observed that there is compliance between the rules determined in terms of reputation and the reputable brands. In comparison with ekşisözlük comments and the research results, Business People Reputation Survey" is compatible, while the results of the Turkey Reputation Index Survey are incompatible with the comments and even the opposite of the research results. When the comments are examined, it is seen that the reason for this situation is that in the framework of personal experiences and agenda items, and authors have an impact on each other and the negative comments are listed in a row. In addition, it is accepted that they make an overall assessment given that the participants do not affect each other during the research process and convey their general experience. However, this is not the case in ekşisözlük. After having negative experiences, users immediately enter the title of the brand or person and write their negative opinions and this also encourages other authors to talk about their experiences.

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